John CAMPBELL

**PLUS 4**

| | ANNOUNCER |
|---|---|
| Mime is juggling caps with titles on them... | IN TODAY'S HURRY UP AND GET IT DONE WORLD, WE'RE ALL REQUIRED TO WEAR A LOT OF HATS. |
| CU of "bill payer" | WE HAVE TO BALANCE AND KEEP BUDGETS... |
| CU of "writer" | WRITE LETTERS... |
| CU "listings" | REMEMBER LONG LISTS OF THINGS... |
| CU "informations" | AND BE READY TO PROVIDE ACCURATE |
| They all hit the ground... | INFORMATION AT...THE DROP OF A HAT... |
| He falls down, exhausted | HANDLING ALL THOSE CHORES AT ONCE CAN BE EXHAUSTING... |
| He looks up interested... | WELL...NOW(SEARS, K-MART, COMMODORE) HAS THE ANSWER, A COMPUTER THAT CAN HELP EVERYONE BECOME A LOT MORE PRODUCTIVE WITH A LOT LESS EFFORT... |
| Beauty shot & Logo of Plus 4 et al... | THE COMMODORE PLUS 4 PERSONAL COMPUTER. THE PRODUCTIVITY MACHINE. IT'S THE NEWEST IN A LONG LINE OF PERSONAL COMPUTERS FROM COMMODORE. COMPUTERS THAT HAVE EVERY SINGLE TIME, PROVIDED MORE COMPUTING POWER FOR LESS MONEY THAN ANY OF THE COMPETITION. AND WE AT (SEARS, K-MART, COMMODORE) ARE PROUD TO BE ABLE TO PROVIDE THIS GREAT TOOL TO OUR CUSTOMERS... WHICH IS ONE OF THE MAIN PURPOSES OF OUR BUSINESS, TO PROVIDE OUR CUSTOMERS WITH THE RIGHT PRODUCT GIVING THE BEST PERFORMANCE AT THE BEST POSSIBLE PRICE. |

ED.

See page 8+9.

| | |
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| C.G. over B.G.<br>"Qualify","Benefits"<br>"Questions"<br>"Close" | WE DO THAT IN FOUR WAYS... ONE QUALIFY THE CUSTOMER...TWO EXPLAIN THE BENEFITS...THREE ANSWER QUESTIONS...AND FOUR, CLOSE THE SALE... |
| Mime bows... | LET'S START OFF WITH OUR POTENTIAL CUSTOMER. THAT PERSON IS VERY BUSY... |
| puts on an accountant's hat and acts out role | IT MAY BE SOMEONE WITH A LOT OF PERSONAL BILLS TO PAY, ALL OF WHICH NEED TO BE KEPT TRACK OF...FOR TAX REASONS, OR INVESTMENT REASONS, OR ORGANIZATIONAL REASONS...THEY COULD USE THE SREADSHEET APPLICATION IN THE PLUS 4... |
| screen shot of spread sheet of electric bills. } PROD. | WITH THE SPREADSHEET YOU CAN ITEMIZE THINGS FOR EXAMPLE, BILLS ACCORDING TO DIFFERENT CATEGORIES, LIKE MONTHLY CHARGES... AND IT WILL DO ALL THE MATH FOR YOU. |
| screen of graphics CS? | AND THE GRAPHICS APPLICATION CAN TURN THOSE NUMBERS INTO PICTURES OR IT COULD HELP SOMEONE WITH A LOT OF WRITING. |
| mime puts on "writer's hat" | TO DO, A STUDENT OR BUSINESS PERSON... HE COULD USE THE WORD PROCESSOR IN THE PLUS 4, IT'S A SUPER POWERFUL TYPEWRITER. |
| Screen of word processing } PROD | IT LETS YOU MAKE MISTAKES AND CORRECT THEM, MOVE PARAGRAPHS, EVEN DO CROSSOUTS BEFORE THE LETTER IS TYPED. AND THE ENTIRE PLUS 4 COSTS LESS THAN A LOT OF OLD FASHIONED ELECTRIC TYPEWRITERS. OR IT |
| mime puts on information hat. | MIGHT BE SOMEONE WHO NEEDS TO KEEP LISTS HANDY. THE FILING SYSTEM IN THE PLUS 4 HELPS THERE... IT WILL KEEP LISTS OF ANY KIND AND ALLOW YOU TO CHANGE THEM AT WILL OR SORT THEM. |

| | |
|---|---|
| screen of addresses } PROD | FOR EXAMPLE, IT WILL KEEP ADDRESSES AND LET YOU SORT BY NAME OR ZIP CODE. |
| split screen of all types | YOUR CUSTOMER MIGHT BE ONE OR ALL OF THESE TYPES... OR SOME COMBINATION OF THEM. |
| EFX to mime wearing "cool guy" hat and acting cool... | WHO JUST WANTS TO GET THE BASIC CHORES DONE AND STILL HAS TIME FOR FUN. |
| | SO THE PLUS 4 IS AN IDEAL MACHINE FOR ANYONE WHO NEEDS TO BE MORE PRODUCTIVE IN LIFE... |
| EFX:<br>1) "Spreadsheet"<br>2) "Graphics"<br>3) "Wordprocessing"<br>4) "Filing"<br>5) 64 K Computer<br>6) "LOW, LOW price" | AND FOR SIX VERY GOOD REASONS...<br>ONE...SPREADSHEET<br>TWO...GRAPHICS<br>THREE...WORD PROCESSING<br>FOUR...FILING AND ALL FOUR ARE BUILT RIGHT INTO THE PLUS FOUR AND THEY ARE INTEGRATED TOGETHER...MEANING YOU CAN GO BACK AND FORTH BETWEEN THEM...<br>FIVE...THE COMPUTER IS A VERY POWERFUL 64 K COMPUTER WITH A LOT MORE SOFTWARE.<br>SIX... ALL OF THIS POWER IN ONE COMPUTER SELLS FOR LESS THAN YOU WOULD EVER EXPECT... LESS THAN THE PRICE OF MANY SOFTWARE PROGRAMS ALONE |
| CU PLUS 4 | THE PLUS 4 IS A BREEZE TO OPERATE. SEE IF YOU DON'T AGREE AS WE TAKE YOU THROUGH THE BENEFITS OF THIS POWERFUL PRODUCTIVITY MACHINE... |

MS room with PLUS 4 on desk.
Mime comes in reading mail.
Flips through letters

NOW IT IS WORTH NOTING HERE THAT THE COMPUTER, ACTUALLY ANY COMPUTER IS ONLY A LITTLE BLACK BOX...WITH A LOT OF POTENTIAL...

suddenly gets furious,
tosses all but the one
he's reading into air
goes over to Plus 4 and sits

THAT SITS THERE IDLE UNTIL YOU TELL IT WHAT TO DO...

Mime turns on Plus 4

TO START, YOU JUST TURN ON THE MACHINE... THEN PRESS THE F-1 KEY.

Mime hits F-1 KEY

JUST ONE KEY STROKE...AND NOW YOU'RE INTO THE BUILT-IN WORD PROCESSING PROGRAM. START YOUR LETTER...

screen of WP program

Mime suddenly looks
confused...has forgotten address

NOW ONE OF THE UNIQUE FEATURES OF THE PLUS 4 IS THE ABILITY TO GO BETWEEN SOFTWARE PROGRAMS...SO IF YOU HAVE FORGOTTEN AN ADDRESS, FOR EXAMPLE, YOU CAN GO RIGHT TO THE FILE AND FIND IT...

Types C, tf...
return...screen of file
scrole to electric co. address

WHAT'S MORE, WITH A FEW SHORT KEY STROKES YOU CAN ACTUALLY PUT THAT ADDRESS RIGHT ONTO YOUR LETTERS..

Types letters
screen shows address:

Global Electric Co.
1200 Wilson Drive
West Chester, PA 19380

AND CONTINUE TO WRITE THE LETTER.

Dear People...

I just received your bill for
$265.00 for the last month.
That is @#$%!@#$%%
My bill has averaged $65.00 per
month for the last 6 months.
See for yourself

Mime goes to file, puts 6 months electric bills into letter.

ANNCR: OF COURSE, IF YOU NEED TO GO BACK TO THE FILE, IT'S EASY...

TYPES "and if you are too thick to understand numbers let me draw you a picture..."

ANNCR: AND ITS JUST AS EASY TO GO TO THE GRAPHIC PROGRAM AND PUT THAT INTO LETTERS...AND THEN WRITE MORE...

GOES to graphic system and displays last 6 months as graph...

goes back to word processor "If you think I am going to pay that without a fight you are in for a big shock.(Mime cracks up at his own joke)...signed, Most, Interested, Mad enraged

WITH THE WORD PROCESSOR, YOU CAN ALSO CORRECT ERRORS(Corrects a typo), WITH EASE. THE WORD PROCESSOR DOES IT ALL. WHEN YOU ARE THROUGH, ALL YOU HAVE TO DO IS PRINT IT... JUST A FEW KEY STROKES.

Mime turns on printer... which prints letter.

Mime puts the letter in an envelope, and goes out to mail it.

AS YOU CAN SEE THE FOUR BUILT TIN PROGRAMS ARE BOTH USEFUL AND EASY TO USE BUT DON'T THINK THAT IS ALL THERE IS TO THE PLUS 4. NOT AT ALL. THERE IS ALSO A VERY VERSATILE COMPUTER RIGHT AT YOUR FINGERTIPS.

Beauty shots of Plus 4

ASIDE FROM THE FOUR BUILT-IN PROGRAMS, THERE IS A VERY POWERFUL 64K COMPUTER IN THE PLUS FOUR...

C.G. Over EFX B.G.

-64 K ~~Ram~~ RAM
-60 K ~~for~~ ~~usable for~~ basic programming
-32 K ~~Read Only Memory~~ ROM

IT HAS 64 K OF RANDOM ACCESS MEMORY 60K OF WHICH IS USEABLE FOR BASIC PROGRAMS.

AND BUILT IN IS 32 K ~~OF READ ONLY MEMORY~~ of ~~OR~~ BUILT IN PROGRAMS.

WE WILL NEED SCREENS ON THESE - DO WHAT YOU CAN



-128 colors
-upper and Lower case letters

Reverse and Flashing characters
-High resolution graphics

THE PLUS 4 HAS ~~A [illegible]~~ 128 COLORS, UPPER AND LOWER CASE LETTERS, NUMBERS AND SYMBOLS REVERSE AND FLASHING CHARACTERS, HIGH RESOLUTION GRAPHICS, SPLIT SCREEN TEXT ~~WITH HIGH RESOLUTION GRAPHICS~~

Advanced Basic 3.5
--75 built-in commands

-Screen window capability

IT HAS THE NEW ADVANCED BASIC 3.5, WITH OVER 75 BUILT IN COMMANDS, A BUILT IN MACHINE LANGUAGE MONITOR WITH OVER 12 COMMANDS, BUILT IN GRAPHICS AND SOUND COMMANDS, SCREEN WINDOW CAPABILITY.

AND, ALONG WITH ALL OF THAT BUILT IN APPLICATION SOFTWARE IS AN ENTIRE LINE UP OF ADDITIONAL SOFTWARE.

Screens & C.G. names of software

(Music as screens and names of software are shown. Categories are named by annr different titles are shown only)

PRODUCTIVITY SOFTWARE

VERTICAL MARKET APPLICATION TEMPLATES

BUSINESS SOFTWARE

PERSONAL FINANCE

EDUCATIONAL SOFTWARE
AND STRATEGY AND ADVENTURE GAMES..."

Beauty shots of the Plus 4

A LOT OF SOFTWARE, AVAILABLE TO A VERY POWERFUL AND ADVANCED 64 K COMPUTER THAT

C.G. Benefits

ALREADY HAS FOUR VERY POWERFUL PROGRAMS ACTULALLY BUILT RIGHT IN...WORD PROCESSING SPREADSHEET, FILING AND GRAPHICS... THOSE ARE A LOT OF BENEFITS IN A VERY SMALL PACKAGE...

BUT EVEN WITH THOSE BENEFITS WELL EXPLAINED YOUR CUSTOMERS MIGHT HAVE A FEW QUESTIONS. AND WHILE WE CANNOT ANTICIPATE THEM ALL WE CAN COVER A COUPLE AREAS CERTAIN TO BE RAISED...

THE FIRST IS A COMPARISON OF THE PLUs 4 AND THE FAMOUS COMMODORE 64...

Beauty shots of C-64 and Plus 4 side by side

BASICALLY THE C-64 IS A GENERAL ALL PURPOSE COMPUTER...~~IT PLAYS MORE GAMES,~~ with graphics and music versatility FOR EXAMPLE, THAN THE PLUS 4...WHERE THE PLUS 4 IS A PRODUCTIVITY MACHINE...MORE FOR THE SERIOUS APPLICATION ORIENTED CUSTOMER. BEYOND THAT THE PLUS 4 IS A MORE CURRENT MACHINE.

Soft Focu 64 and Plus 4 Chyron supers over.

THE PLUS 4 HAS A NEWER MORE ADVANCED BASIC... THAT ALLOWS FOR SIMPLER AND MORE PROGRAM COMMANDS LIKE COLOR, SOUND, VOLUME, CIRCLE,ETC

NEARLY 1/3 MORE RAM, EVEN THOUGH THEY ARE BOTH 64 K MACHINES...THE NEW DESIGN TECHNIQUES OF THE PLUS 4 GIVES IT MORE POWER IN RAM AND ROM. ROM IS OVER 50% MORE POWERFUL IN THE PLUS 4.

Help key Built in software

THE PLUS 4 HAS A HELP ~~LEY~~ KEY...WHICH REALLY IS USEFUL WHEN YOU GET INTO DOING YOUR OWN PROGRAMMING...IT WILL SHOW YOU TYPOS, WRONG COMMANDS, LOTS OF QUICK HINTS ON HOW TO CORRECT MISTAKES. AND FINALLY THE PLUS 4 HAS 4 BUILT IN SOFTWARE PROGRAMS WHILE THE ~~C-64~~ Commodore 64 DOES NOT.

ON THE OTHER HAND, AS MIGHT BE EXPECTED, THE PLUS 4 IS PRICED HIGHER THAN THE COMMODORE 64...
WHICH BRINGS UP A SECOND BIG AREA OF CUSTOMER CURIOSITY...COMMODORE ITSELF...

shots of Commodore assembly line, HQ, etc.

LIKE (SEARS, K-MART, YOUR STORE), COMMODORE'S PURPOSE IS TO DELIVER THE BEST POSSIBLE PRODUCT WITH THE BEST POSSIBLE PERFORMANCE AT THE BEST POSSIBLE PRICE... A MEASURE OF COMMODORE'S SUCCESS IN THIS AREA IS THE NEARLY FOUR MILLION COMPUTERS IT HAS SOLD WORLD WIDE IN THE LAST FOUR YEARS...MORE COMMODORE ~~PERSONAL~~ COMPUTERS ARE IN MORE HOMES WORLD WIDE THAN ~~ANY OTHER BRAND.~~ Apple & IBM combined.

IT IS COMMODORES GOAL TO MAKE COMPUTERS AVAILABLE TO ALL PEOPLE...

Mime comes back in with a new batch of mail, flips through, stops at one & gets furious again...

sits down to write a new letter...
Dear Water Company....

WHICH BRINGS UP ONE MORE POINT ABOUT THE PLUS 4... IT IS DESIGNED FOR THE ~~LITTLE GUY~~ FIRMS, NOT BIG COMPANIES...IT IS FOR SOMEONE WHO WANTS TO STORE TWO HUNDRED ADDRESSES, FOR EXAMPLE, NOT 2000. THE PLUS 4 DOES NOT DO EVERYTHING THAT THE LARGER MACHINES

Reserve the [illegible] available.

WILL DO, BUT MOST PEOPLE DON'T REALLY NEED ALL THAT POWER. THEY NEED TO WRITE LETTERS, FOR EXAMPLE, NOT BOOKS... AND THE PLUS 4 IS DESIGNED AND PRICED JUST FOR THEM...A COMPUTER THAT DOES AN AWFUL LOT OF WHAT THE BIG BUSINESS MACHINES WILL DO, BUT FOR ONE HECK OF A LOT LESS.

WHICH BRINGS US TO THE LAST STEP IN SELLING CLOSING THE SALES. THERE ARE MANY WAYS TO DO IT...LIKE (TRIES TO INTERRUPT THE MIME) WOULD LIKE TO TAKE ONE HOME RIGHT NOW?

Mime is typing furiously... we see spreadsheet graphs as before.

OR...IF THERE ARE NO MORE QUESTIONS, CAN I HAVE YOUR NAME AND ADDRESS?

Mime waves him off.

OR GEE, I SEE YOU LIKE THE NEW PLUS 4, WHY DON'T WE WALK OVER HERE AND I'LL WRITE ONE UP FOR YOU...?

Mime waves him off...

ON THE OTHER HAND, IF YOU'VE QUALIFIED YOUR CUSTOMER WELL, PRESENTED THE BENEFITS WELL AND HANDLED ANY QUESTIONS WELL, YOU MAY FIND CLOSING THE SALE UNNECESSARY...

Mime gives one very dirty look.

letter: And if you think I'm going to pay that exorbitant bill, you are all wet."
Mime laughs...

THE PLUS 4 FROM COMMODORE...THE PRODUCTIVITY MACHINE.

"So stuff that in your hat!"

9/14

# +4 / C16 ad demo

1 BASIC 3.5
2 FUNCTION KEYS
3 GRAPHIC COMMANDS
4 121 COLORS
5 COLOR FLASH
6 CHARACTERS
7 SCREEN WINDOWS
8 PRINT USING
9 BAR GRAPH
10 POLAR GRAPH
11 MARKET GRAPH
12 3D GRAPH
13 STRINGART
14 RAINBOW
15 NEWGRLGAMES
16 MANIGAMES
17 SPACE GAME

65301 BG
5 Bord

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**andy finkel**